Weakening of the rules for media ownership in one area is bad policy. I am writing to you today to comment on Docket No. 02-277, The BiennialReview of the FCC's broadcast media ownership rules. In its goals to promote competition, diversity and localism in today's media market, I strongly believe that the FCC should retain all of the current media ownership rules. These rules serve the public interest by limiting the market power of huge companies in the broadcast industry.

I do not believe that the studies commissioned by the FCC accurately demonstrate the negative affects media deregulation and consolidation have had. Many stations playing the same records is not media diversity. Applying similar rules to many TV stations will not be helpful.

If the FCC allows our media outlets to merge, our ability to have open, informed discussion with a wide variety of viewpoints will be compromised.

The public interest will best be served by preserving the media ownership rules as they currently exist.

In addition to the official hearing on this matter in Richmond, VA, I strongly urge the FCC to hold additional hearings elsewhere around the nation to solicit the widest possible participation from the public.

With the serious impact these rule changes will have the Commission should take the time to review these issues more thoroughly and allow the American people to have a meaningful say in the process.

Thank you for your consideration of my views

Thomas S. Eichelberger, Sarasota, FL

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